

# Ensemble & WAIS

1 + 1 = 6

**“The future belongs to neither the conduit or content players, but those who control the filtering, searching, and sense-making tools we will rely on to navigate the expanses of cyberspace.”**

**Paul Saffo, research fellow, Institute for the Future**

***WIRED* Magazine, March, 1994**

# Goal: Sustainable Competitive Advantages

## ✓ Breadth & Depth of Content

- major brands

## ✓ Packaging and Presentation

- engaging visual appeal
- usefully integrated
- ability to personalize the information

## ✓ Pricing

- simple
- affordable

## ✓ Sense of Community

Source: Steve Case (AOL) Interview  
Upside Nov. 1994

# Planned/Proposed Joint Projects

- **Combine Server Operations**
- **Merging Registration Models/Databases**
- **Relevant Get More Info Enhancements**
  - **Interactive WAIS query**
  - **Interactive Mosaic interface**
  - **Cross content vendors**
    - » **Encyclopedia Britannica**
    - » **follow URL's in press releases**

# Ultimate Relevant™ Client Goals

## ■ Publisher Needs

- Retain Control of Brand and Look and Feel of interface
- Interface Toolkit
  - » rapid creation of custom, branded look and feel

## ■ End-User Wants

- Smart Client
  - » Watches what user reads
  - » Finds similar information for user
  - » Find new sources for user
  - » Asks user for relevance feedback

# **1+1 = 6 Example: Dow Vision on Internet**

## **■ Current Situation**

- Great brand identity, International appeal**
- Cautious Marketing Effort by Dow Jones**
  - » “We are not going to throw a lot of money at it early on.”**
- DJ will be satisfied with < 10K subscribers in 3 years**
- WAIS gets approx. \$1.8M over 3 years in royalties**

# **Proposal - join efforts to substantially increase # users**

- **Make Relevant™ available free over Internet**
- **Smart, Guerilla use of Internet to Market, Distribute and Support product**
  - » Join forces to announce/introduce at Internet World
  - » Promote heavily and inexpensively in Internet marketplaces
- **Increase # users 5-10 times in 3 years**
- **WAIS and Ensemble share approx. \$10 - \$20 million in royalties over 3 years**

# Possible Ensemble/WAIS Business Models

- Finders Fee
- Revenue Sharing
- Merger

# Finders Fee

- Relevant client posted freely on Internet
- Automatic user registration/subscription
- WAIS pays Ensemble finders fee for each new Relevant subscriber
- WAIS retains all publisher royalties



# Revenue Sharing

- Relevant client posted freely on Internet
- Automatic user registration/subscription
- WAIS and Ensemble split royalties for all Relevant client subscribers
- Negotiate with publishers an incentive increase in royalties based upon performance

# Merger

- WAIS desires to have/own its own Client solution
- WAIS content deals increasingly include custom “Branded” client interfaces
- Best way to focus resources and align both companies towards common goals
- Keeps Ensemble totally focused on supporting WAIS business/content partners
- Can be done now or in the future

# **Additional Joint Content Deals**

## **■ Ensemble**

- Investor's Business Daily**
- New York Times International Edition**
- Europe Online**
- McGraw Hill Internet Newsletter**

## **■ WAIS**

- Looking Glass**
- Reuters**
- New York Times FAX**
- EB & other cross integration**